

DC

David Chen

CONTACT



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LinkedIn | Portfolio



New York, NY

EDUCATION

- **Bachelor of Arts (B.A.) in Marketing**
New York University | May 2018

KEY SKILLS

- Executive calendar and campaign coordination
- Marketing event planning and logistics
- Budget tracking and expense reporting
- Creative team and vendor management
- CRM and digital marketing software proficiency

ABOUT ME

A marketing executive assistant resume with six years of experience supporting chief marketing officers (CMOs) and senior marketing leaders in dynamic corporate settings. Adept at managing campaign calendars, coordinating with creative teams, and optimizing marketing department workflows. Strong background in event planning and vendor negotiations for large-scale marketing initiatives.

PROFESSIONAL EXPERIENCE

MARKETING EXECUTIVE ASSISTANT | BRIGHTWAVE MARKETING, NEW YORK, NY

OCTOBER 2021 - PRESENT

- Provide executive support to the CMO, managing marketing campaign schedules, internal meetings, and external partner communications
- Coordinate large-scale brand events and sponsorship activations, ensuring seamless logistics and execution
- Implemented a budget-tracking system that improved expense management accuracy by 30%

MARKETING COORDINATOR | CRESTVIEW DIGITAL, NEW YORK, NY

JUNE 2018 - OCTOBER 2021

- Assisted in marketing campaign execution, managing creative deadlines, vendor relations, and promotional material distribution
- Maintained CRM databases and tracked campaign performance metrics, improving lead-tracking accuracy
- Negotiated contracts with marketing vendors, reducing costs by 20% and optimizing budget allocation